

# **Global Lip Care Products Market Size Study, by Product (Lip Balm, Lip Scrub), by Distribution Channel (Hypermarket & Supermarket, Specialty Store), and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/GB80D24B9258EN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: GB80D24B9258EN

## **Abstracts**

The Global Lip Care Products Market was valued at approximately USD 2.33 billion in 2023 and is expected to expand at a CAGR of 5.9% over the forecast period 2024-2032. Lip care products have evolved beyond basic moisturizing solutions, transitioning into multifunctional skincare essentials that address hydration, sun protection, anti-aging concerns, and even medicinal benefits. With rising consumer awareness about personal grooming, health-conscious beauty trends, and the growing demand for organic and chemical-free formulations, the market is witnessing a strong surge in innovation and product diversification.

The increasing preference for natural and organic ingredients is significantly influencing market dynamics. Consumers are increasingly scrutinizing product labels, avoiding synthetic additives, parabens, and artificial fragrances, which has led to a surge in demand for vegan, cruelty-free, and eco-friendly lip care products. Leading manufacturers are investing in R&D to develop plant-based, dermatologist-approved formulations enriched with ingredients like shea butter, beeswax, and essential oils. Additionally, the rising penetration of e-commerce platforms has further amplified market expansion, offering consumers a seamless shopping experience with customized product recommendations.

In addition to the surging demand for luxury and premium lip care products, there is an increasing focus on innovative packaging solutions that enhance product longevity and user convenience. The market has also witnessed a spike in demand for medicated lip balms that cater to conditions such as cracked lips, cold sores, and lip

hyperpigmentation. Additionally, brands are leveraging social media influencers and celebrity endorsements to strengthen consumer engagement and establish brand loyalty. The demand for multifunctional lip care products that incorporate SPF protection and anti-aging properties is another major driver shaping market growth.

Regionally, North America leads the global lip care products market due to the presence of prominent brands, heightened beauty consciousness, and high disposable income levels among consumers. Europe follows closely, driven by stringent regulatory standards and a well-established preference for organic and dermatologically tested skincare products. Meanwhile, the Asia-Pacific region is expected to witness the fastest growth, fueled by the booming personal care industry, increasing urbanization, and the rising influence of K-beauty and J-beauty trends. Countries like China, India, and South Korea are becoming lucrative markets for global lip care brands seeking expansion.

#### Major Market Players Included in This Report:

L'Oréal S.A.

Unilever PLC

Beiersdorf AG

The Estée Lauder Companies Inc.

Revlon, Inc.

Johnson & Johnson Consumer Inc.

The Procter & Gamble Company

Avon Products, Inc.

Himalaya Wellness Company

Blistex Inc.

Burt's Bees (The Clorox Company)

EOS Products, LLC

Kiehl's LLC

Carmex (Carma Laboratories, Inc.)

Vaseline (Unilever)

The Detailed Segments and Sub-Segment of the Market Are Explained Below:

By Product:

Lip Balm

Lip Scrub

By Distribution Channel:

Hypermarket & Supermarket

Specialty Store

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

#### Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

#### Latin America

Brazil

Mexico

Rest of Latin America

#### Middle East & Africa

Saudi Arabia

South Africa

Rest of MEA

Years Considered for the Study:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Market estimates and forecasts for 10 years (2022-2032).

Annualized revenue figures with regional-level analysis for each market segment.

Country-level insights covering major markets across North America, Europe, Asia-Pacific, Latin America, and MEA.

Competitive landscape analysis, profiling leading players in the industry.

In-depth study of market drivers, challenges, opportunities, and investment trends.

Insights into consumer behavior, demand-side, and supply-side dynamics of the market.

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